The Wonderful Story of

LACTA

THE PERFECT NURSERY MILK FOOD

Next Best to Breast Milk

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General view of the grounds adjoining the Lacta factory, showing its ideal situation

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LACTA

NURSERY MILK FOODS

Packed in airtight tins containing 1 lb. Net.

There are two types of Lacta

LACTA

FULL CREAM MILK FOOD

Enriched with vitamin D to the extent of 320 units per ounce (gives 800 units per pint).

FOR ALL BABIES FROM BIRTH OF NORMAL DEVELOPMENT AND HEALTH.

LACTA

(Special) PART CREAM MILK FOOD

Enriched with vitamin D to the extent of 320 units per ounce and Soluble Iron Salts (iron ammonium citrate) 1·1 milligrams of iron per ounce.

SPECIALLY PREPARED FOR YOUNG AND DELICATE BABIES.

Special Part Cream to be used in preference to Full Cream only when prescribed by a doctor. The composition of Lacta (Special) Part Cream corresponds more closely to that of human milk owing to the addition of Lactose (Pure Milk Sugar).

OBTAINABLE ONLY FROM CHEMISTS

The Wonderful Story of

LACTA

DURING the past few years Lacta has become more and more prominent in chemists' shops and this opportunity is taken to tell you something about this product which has now become one of the favourite and leading baby foods on the market.

It will certainly surprise many people that the branded name " Lacta " was registered as one of our trade marks nearly 40 years ago, and that, off and on, during all that time, when little was heard of it, considerable quantities of Lacta milk foods, mostly under other branded names, were fed to infants with the most excellent results.

It may, therefore, be claimed that the experience of nearly four decades is behind Lacta, the experience of highly trained technical and scientific staffs at Buckingham Creamery and our laboratories, whose vigilance and skill ensure that the purity and quality of Lacta is beyond question.

To-day, many thousands of babies are being fed on Lacta, and, judging by the numerous congratulatory letters and photographs of infants we have received, a few of which are shown in the following pages, from mothers, doctors and nurses, Lacta pleases everyone who has tried it.

Now what exactly is Lacta ?

Apart from orange or other suitable fruit juice, which is rich in vitamin C and which should be given to all infants, whether naturally or artificially fed, Lacta is a complete baby food, made from pure fresh cows' milk by an improved roller process with vitamin D added.

THERE are two types of Lacta:

1 Lacta Full Cream Milk Food (blue tin).

Enriched with vitamin D to the extent of 320 units per ounce (gives 800 units per pint).

For all babies from birth of normal development and health.

2 Lacta (Special) Part Cream Milk Food (green tin).

Enriched with vitamin D as above and soluble iron salts (iron ammonium citrate) to the extent of 1·1 milligrams of iron per ounce.

Specially prepared for delicate babies and to be used in preference to full cream only when prescribed by the doctor.

Every drop of milk has to satisfactorily pass rigid tests before being allocated for Lacta manufacture, and this maintains an extremely high level of purity.

Every batch of milk has also to be standardised in milk-fat to ensure that the Lacta is always of precisely the same composition. After standardisation the milk is pasteurised and then condensed in vacuo at a low temperature. This pre-condensed milk is then dried to a flake on an improved type of roller-drying machine, sifted and immediately cooled in a specially constructed cooling room. The powders are then packed in the familiar blue and green tins now to be seen in most chemists' shops. Particular care is taken throughout the process to ensure absolute cleanliness of all vessels and utensils with which the milk and powder comes in contact; indeed, 100 per cent. cleanliness is of such vital importance that the cost of maintaining this high degree is as much as the actual manufacturing expense itself.

The question is often asked as to whether the heat process through which the milk passes during manufacture destroys the original and precious vitamins in the raw milk. We are able to claim that owing to our particular method of manufacture only in the case of vitamin C does any decrease in activity occur, but as is well known even fresh milk is not a reliable source of this vitamin, and any deficiency of it may be rectified by feeding a suitable dose of orange or other fruit juice as mentioned above.

As may be supposed from the care taken in the hygienic methods of manufacture Lacta milk foods are entirely free

from harmful germs and their nutritive value is exceptionally high.

Feeding tables are shown on the tins, also in the Lacta literature, and owing to the high solubility of the powder the preparation of each feed is extremely simple.

The best method is to make the powder into a thin paste with a little water which has just gone off the boil, and then make it up to the volume required with more boiled water. Boiling water should not be used.

OF course, Lacta in simple language is a super-quality dried milk with important additions, but not the sort of dried milk which most of us have used at home since the early days of the war and known as Household Dried Milk. This is a skimmed milk powder made by what is known as the spray process, and, therefore, contains practically no fat. It should rarely be given to infants because with very few exceptions it is essential for babies to be given a generous supply of milk-fat in their diet. Lacta Full Cream contains 26 per cent. and Lacta (Special) Part Cream 18 per cent. milk-fat.

Apropos of " dried milk " there is no doubt that the vast majority of people regard it as, more or less, a modern product, but contrary to this impression it may be " as old as the hills." In any case it is definitely established that " dried milk " was used in a crude form as long ago as the thirteenth century ! ! It was recorded by that famous Venetian explorer, Marco Polo, in 1298 that the Tartars often subsisted on a sun-dried milk and water. He wrote that those old warriors of long ago boiled the milk, and after partially skimming off the fat, placed the resultant fluid in the hot tropical sun to dry. The residue (semi-skimmed dried milk) was then rationed to the soldiers at 10 lb. per head, and about ½ lb. placed in a leathern bottle with water. They strapped this across their animals' backs, and the constant jolting whilst riding converted this strange mixture into a porridge-like food from which they made their evening meal.

Since those far-off days tremendous strides have been made by scientists of several nationalities as manifested by the perfection of Lacta.

To illustrate the production of Lacta Milk Foods some interesting pictures appear in later pages of this booklet showing the important features of the Lacta process.

DIRECTIONS FOR PREPARING

MEASURE out the LACTA required, either according to Baby's age or weight as given in the table; make it into a thin paste with a little hot water (not boiling) then add the remainder of the water, stirring meanwhile.

Use the measure, if provided, or alternatively, a dry clean dessertspoon, levelling off the Lacta with a clean dry knife or spoon handle.

One level measure or dessertspoonful of Lacta Full Cream is approximately 2·3 drams avoir. (about 1/7th oz.) and Lacta (Special) Part Cream 2·7 drams avoir. (about 1/6th oz.).

Always replace the lid of the tin after use on each occasion, and store the Lacta in a dry and cool place.

TEMPERATURE

ALWAYS make sure the feed is cooled down to the temperature of the body (98·4° F.) before giving it to the baby. Don't give the food too hot ; on the other hand, do not allow it to get cold.

TIMES OF FEEDING

THE quantities given in the Table (as shown on page 7) are based on six feeds in the 24 hours up to three months of age; for example, 6 a.m., 9 a.m., 12 noon, 3 p.m., 6 p.m. and 10 p.m., and five feeds per day after three months; for example, 6 a.m., 10 a.m., 2 p.m., 6 p.m. and 10 p.m. No food should be given during the night except in special cases. When LACTA is used to supplement Breast Feeding, it may be given from a spoon instead of from a bottle.

Our Medical Advisers, who are specialists in infant feeding do not recommend 4-hourly feeds during the early life of an infant up to three months old, but if in exceptional cases 4-hourly feeds from birth are advised a feeding chart can supplied on application.

FRUIT JUICES

EVERY baby requires some fruit juice every day. The best are orange or tomato juices but if these are not available under present conditions, use those substitute juices now stocked by your chemist and as recommended by the Doctor.

CLEANING THE BOTTLES

IT is most important to see that the bottles used for feeding the baby are properly cleaned every time and kept absolutely clean and pure. Never keep any food over from one feeding time to the next. After each feed, wash the bottles thoroughly with cold water, then bring up to the boil and keep covered in cold boiled water till required. The teats should be washed once a day in water that has been brought to the boil. It is a good thing to rub them with a little salt after each feed and rinse well with cold water. When not in use, keep them under a turned-up glass.

WILTS UNITED DAIRIES LTD.
TROWBRIDGE, WILTS

Creameries and Research Laboratories,
BUCKINGHAM, ENGLAND

DIRECTIONS *for Infant Feeding*

AGE	Average weight of baby	Level Measures or level dessert-spoonfuls of Lacta	Hot Water		Feed at intervals of	Calories per ounce of Feed (Lacta Full Cream)	Calories per ounce of Feed (Lacta Part Cream)
			Fluid ounces	*or* Table-spoons			
1 week	7 lb.	1½	2	3	3 hours	15·1	16·4
2 weeks	7½ ,,	2	2¾	4	,,	14·6	16·0
3 ,,	8—8½ ,,	2½	3¼	4½	,,	15·4	16·8
1 month	8½—9½ ,,	3	4	5½	,,	15·1	16·4
2 months	9½—11 ,,	3½	4½	6	,,	15·6	17·0
3 ,,	11—12 ,,	4	5	7	,,	16·1	17·5
4 ,,	12—13 ,,	5½	6¼	8½	4 ,,	17·7	19·3
5 ,,	13—14 ,,	6	6¾	9	,,	17·9	19·5
6 ,,	14—15 ,,	6½	7	9½	,,	18·7	20·4
7 ,,	15—16 ,,	7	7½	10	,,	18·8	20·5
8 ,,	16—17 ,,	7½	8	11	,,	18·9	20·5

No feeds between 10 p.m. and 6 a.m.

ANALYSES OF LACTA NURSERY MILK FOODS

LACTA Full Cream

	Per Cent.
Butter Fat	26·05
Proteins	27·0
Lactose (Milk Sugar)	37·2
Mineral Salts forming Ash	6·75
Moisture	3·0

Vitamin D 320 international units per oz. (gives 800 international units per pint).
Calorific value 140 calories per oz.

LACTA Special (Part Cream)

	Per Cent.
Butter Fat	18·2
Proteins	20·1
Lactose (Milk Sugar)	53·7
Mineral Salts forming Ash	5·0
Moisture	3·0

Vitamin D 320 international units per oz. (gives 800 international units per pint).
Iron in the form of Iron ammonium citrate, 1·1 milligrams of iron per oz.
Calorific value 130 calories per oz.

Lacta Milk Foods in all cases comply with the following bacteriological standards when tested by the official method :—

Plate Count less than 5,000 per gram (500 per c.c. milk). Coliform organisms not present in 1/10th gram (1 c.c. milk). The method of manufacture gives a product which is especially easy of digestion owing to the flocculence of the curd, which whilst uninjured in the manufacture has become modified so as to be incapable of clotting.

Used and Recommended by the Medical and Nursing Professions

LACTA *for Expectant and Nursing Mothers*

Expectant Mothers. It is very desirable that Mothers-to-be should include regular quantities of Lacta in their daily diet.
In addition to two or three cupfuls at intervals during the day-time, a half-pint of warm Lacta should be taken just before going to bed. This will have a remarkably soothing effect on the whole nervous system and refreshing sleep will naturally follow—that sweet repose which is so essential for maintaining good health, particularly during this important period.

Nursing Mothers. Mothers who are able to feed Baby are strongly recommended to take half-a-pint or more of Lacta at least four times a day. Lacta will very largely assist in increasing and improving the quality of the breast milk. Its wonderful nutritious and digestive qualities will prove greatly beneficial in maintaining the Mother's strength against " drain ".

Preparing Lacta for Expectant Mothers and Nursing Mothers

To make half-a-pint of delicious creamy milk

Method 1. (for making hot milk) Take a pint jug and add a little under half-a-pint of hot water. Then sprinkle on top of the water, three heaped tablespoonfuls (1–2/5 oz.) of Lacta, well stirring all the time until all the powder disappears.

Method 2. (for making cool milk) Simply mix the Lacta with a little hot water into a smooth paste, then add cold water to make up to half-a-pint, well stirring all the time.

Notes.

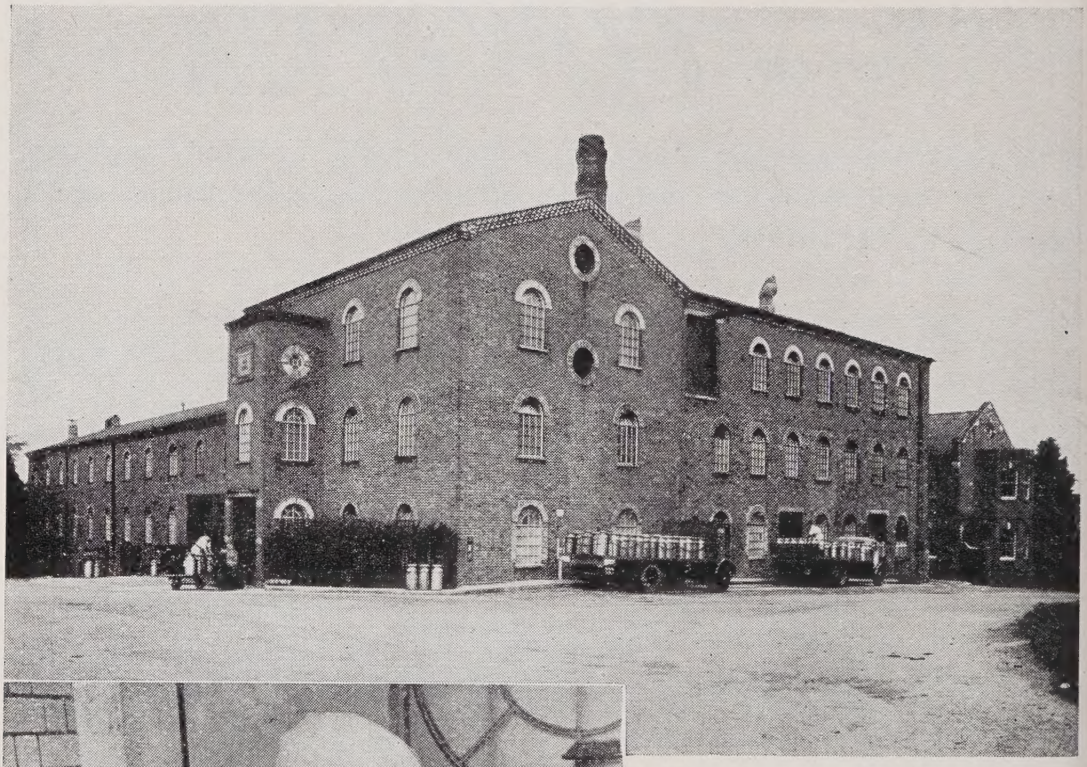
1. Lacta milk made as above should be treated as ordinary fresh cows' milk.
2. Always use a clean dry spoon and replace the lid immediately after use.
3. Keep the Lacta in a dry, cool and dark place.

From COW to TIN

In the following pages are shown some photographic views of the process adopted at our Buckingham Creameries and Laboratories in the manufacture of Lacta from the Cow to Tin.

Picture of typical dairy short-horn cows from which supplies of milk are obtained for the manufacture of " Lacta "

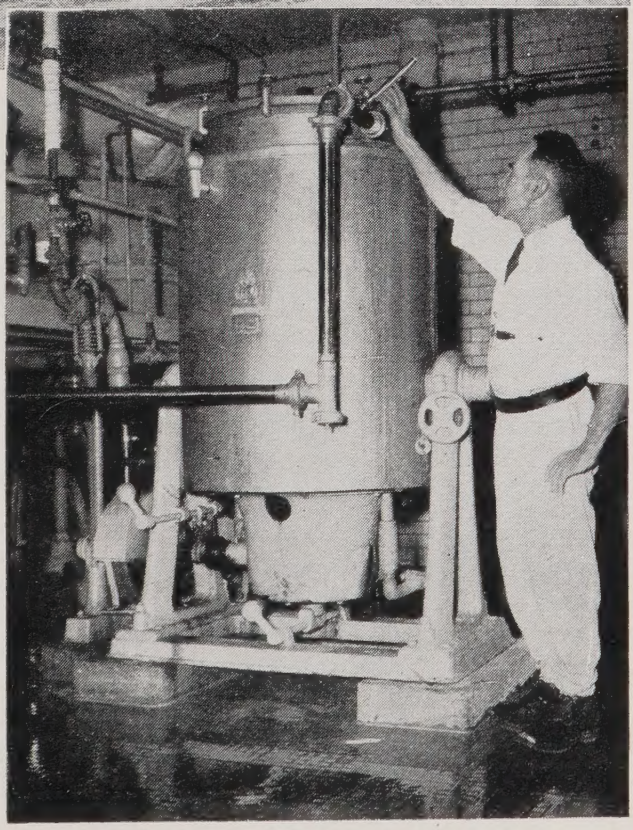
All Lacta is produced and packed at our Buckingham Creameries under rigorous scientific control and the most hygienic methods are used throughout its manufacture, thus ensuring its absolute purity.



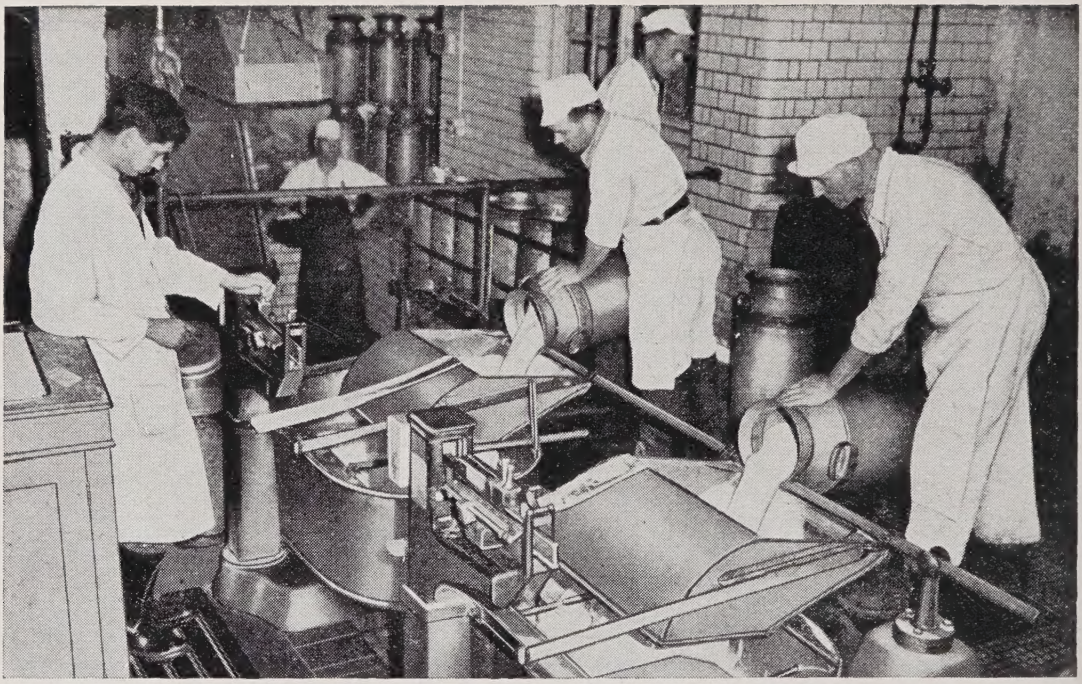
A view of the exterior of the factory where Lacta is produced

Sampling milk on arrival at the factory. All milk is examined, and any of doubtful quality is subjected to further tests before tipping into the waiting tanks

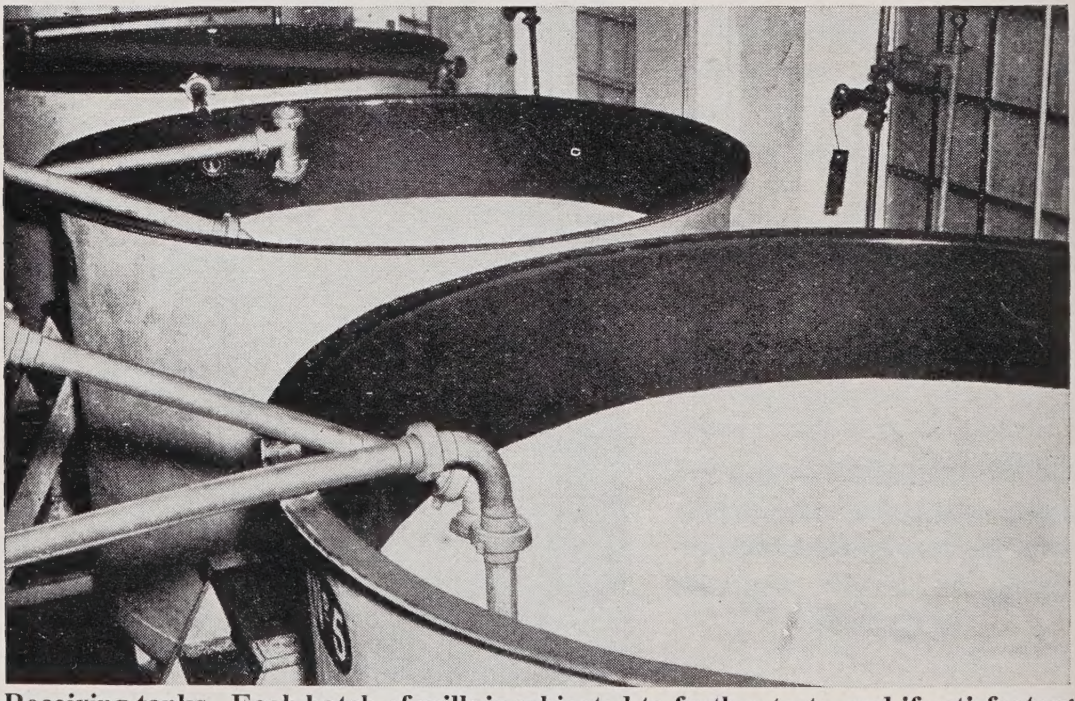
Arrival of milk at the factory. This is collected direct from farms in our own motor transport in sterilized cans



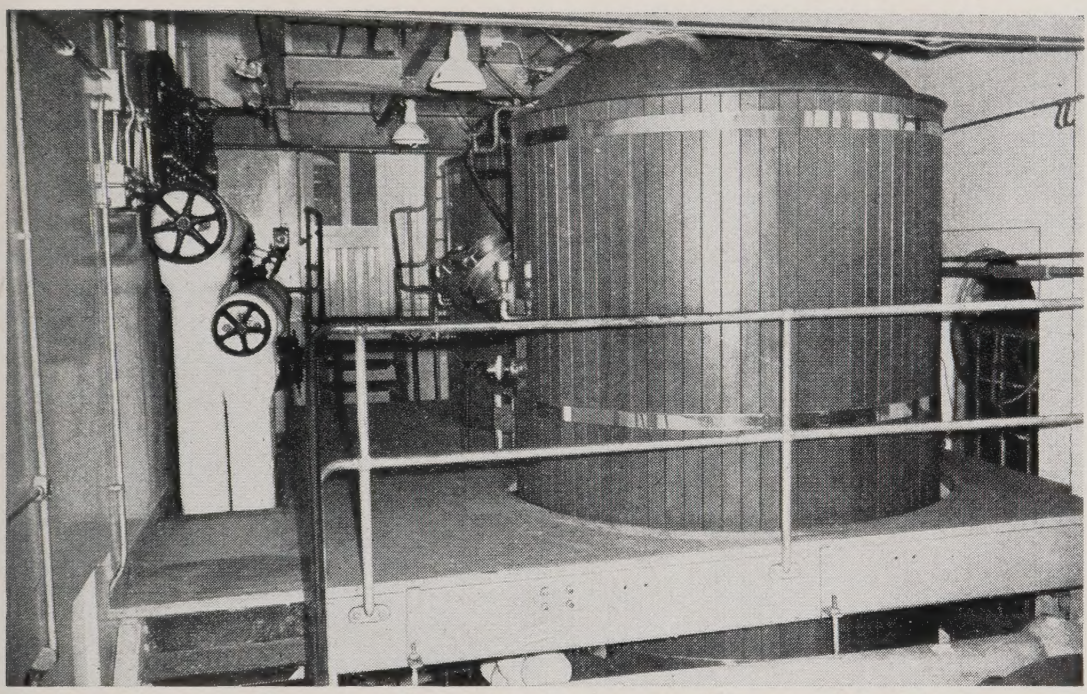
Section of pasteurising plant which ensures that harmful bacteria are destroyed without impairing the nutritive properties of the milk



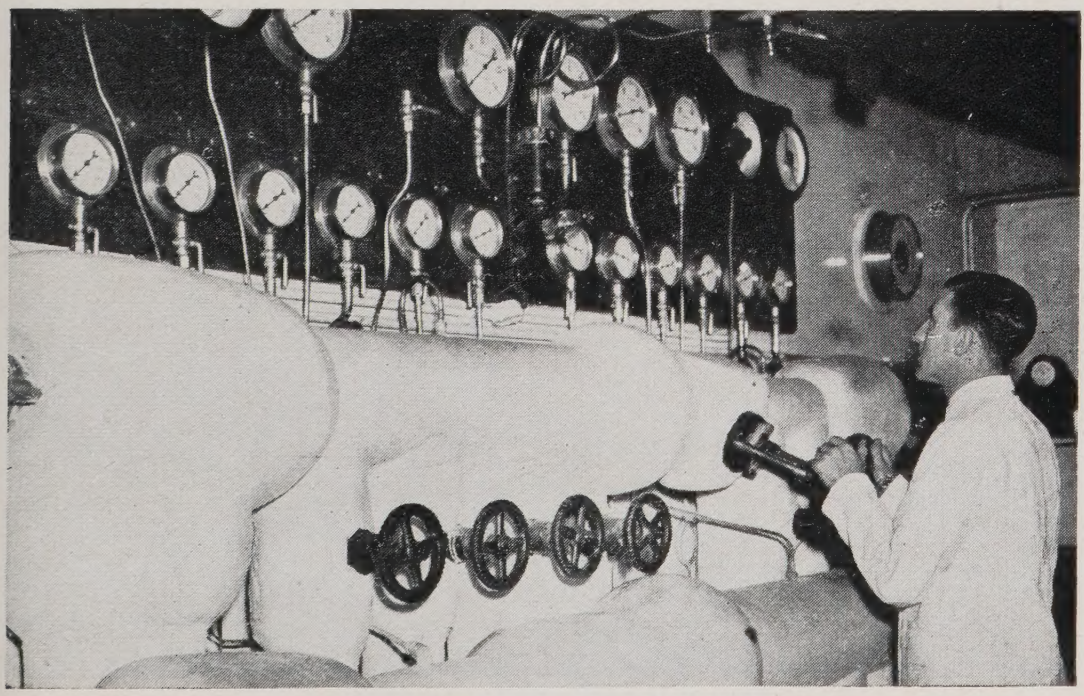
Each consignment of milk from the farmers, after examination, is weighed separately



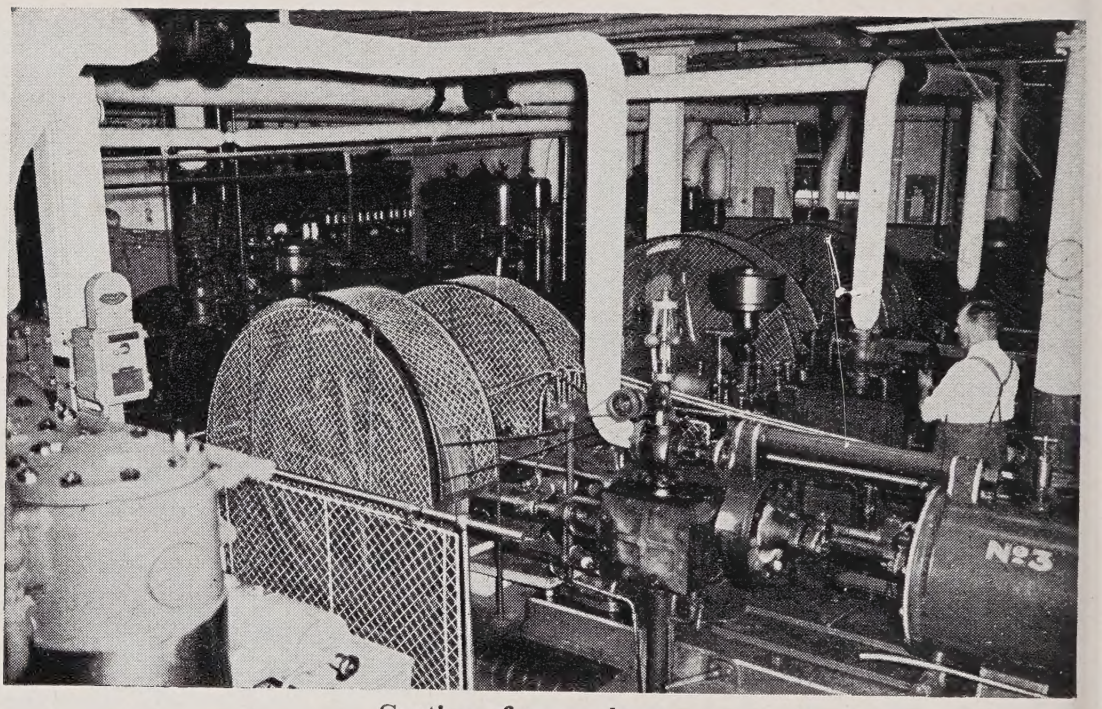
Receiving tanks. Each batch of milk is subjected to further tests, and if satisfactory is then standardised to ensure uniformity of the product at all seasons



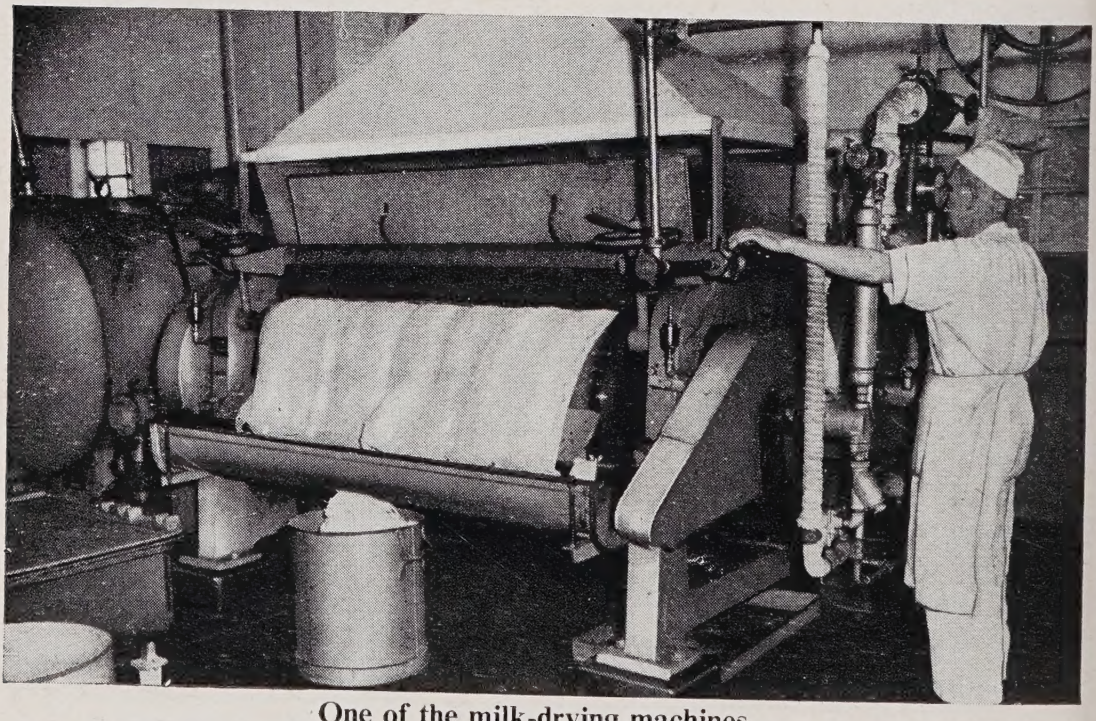
Section of evaporating plant for extracting some of the surplus water from the milk, allowing the actual drying of the milk on the rollers to be carried out at a much lower temperature



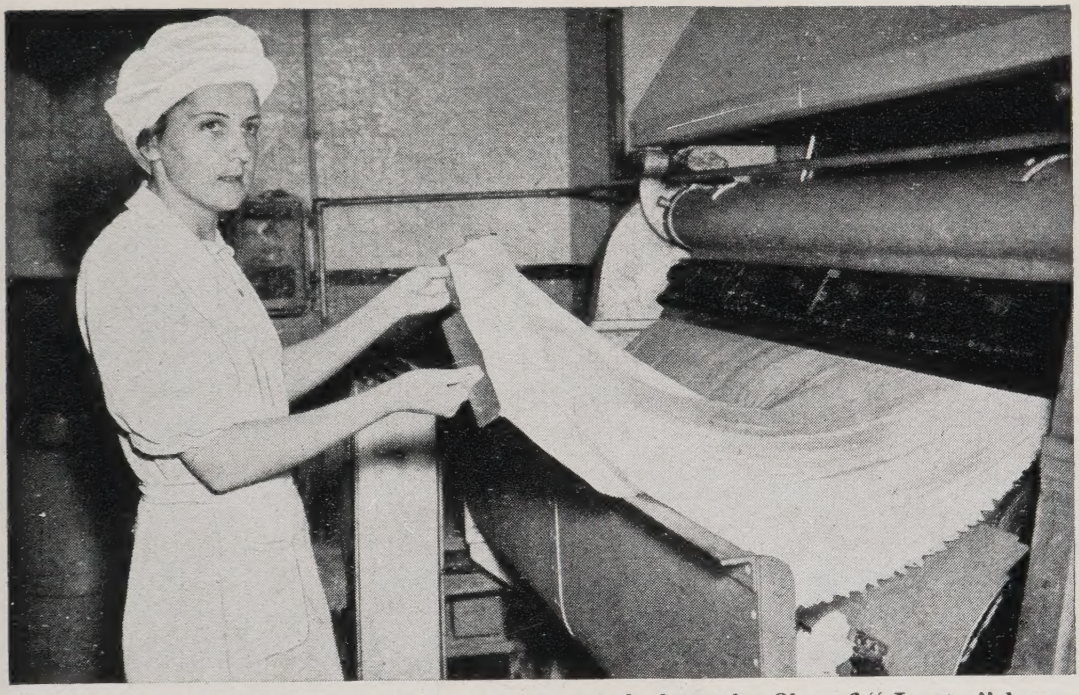
Control panel for evaporating milk



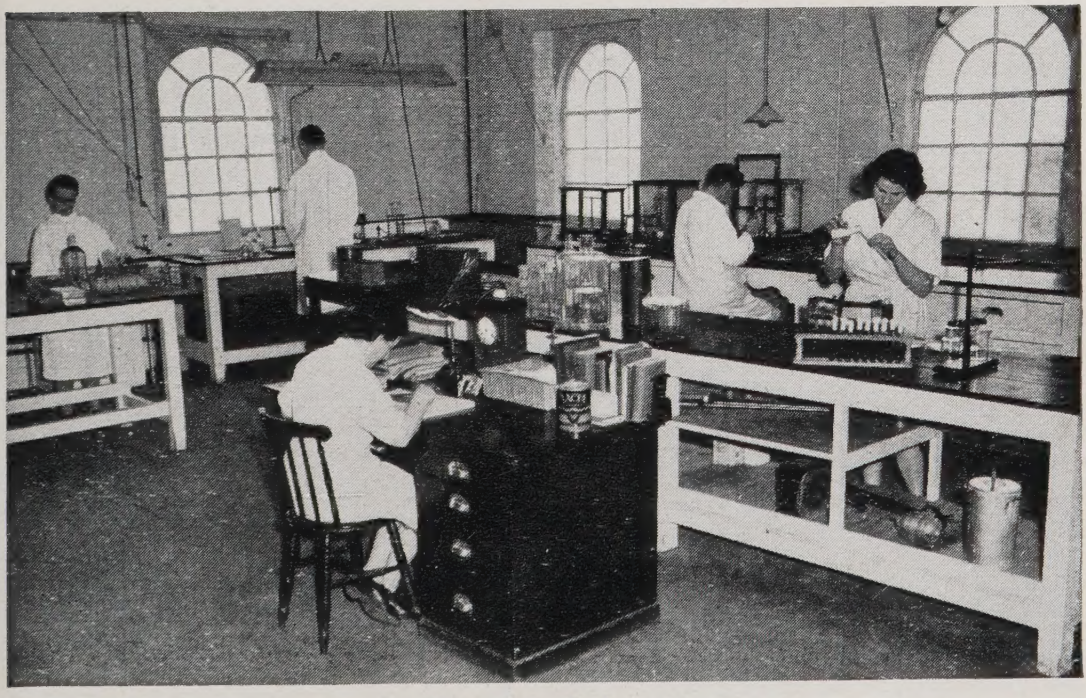
Section of power house



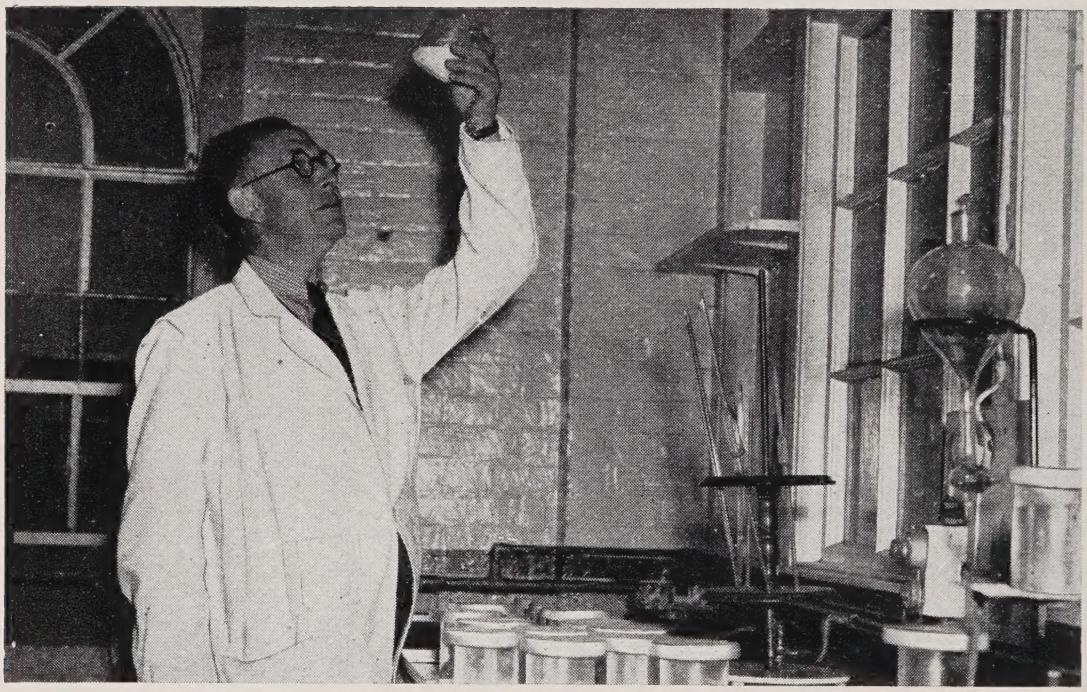
One of the milk-drying machines



Girl demonstrating for explanatory purposes only how the film of " Lacta " leaves the drying machines

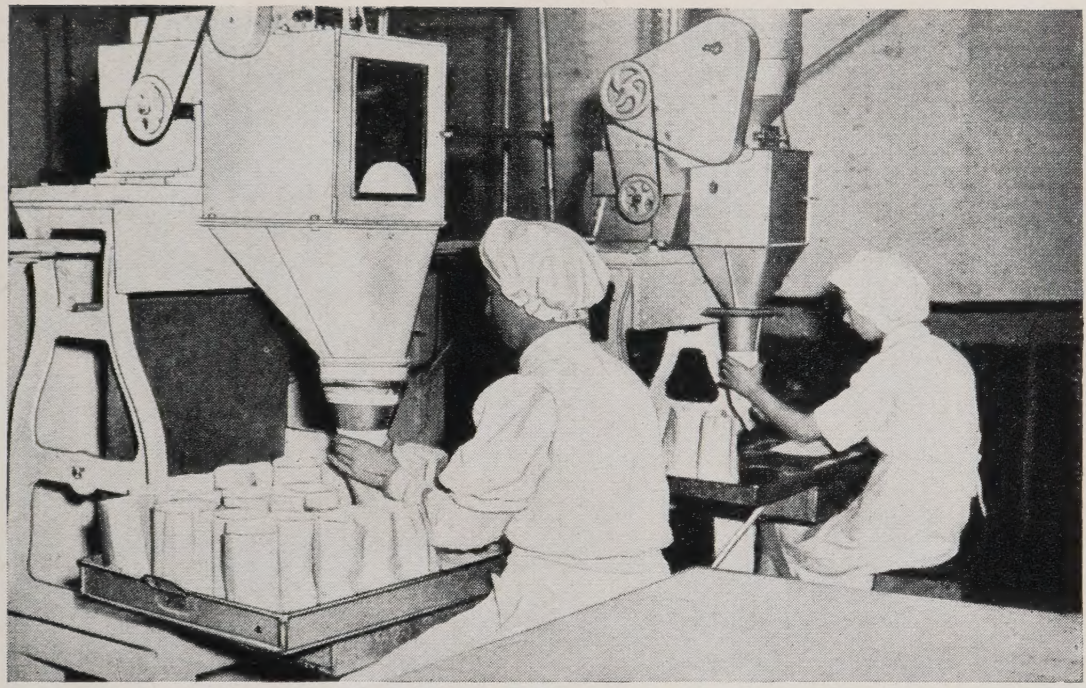


Section of the Laboratory



Examination of reconstituted sample of each batch of " Lacta " for solubility, etc. All samples for this test are mixed strictly in accordance with the instructions on the tin

One of the many laboratory tests



Automatic weighing machines filling the bags of " Lacta " prior to enclosing in the tin

Automatically sealing tins of " Lacta " and packing into cases

A few of the happy " Lacta " workers

LACTA
LACTA
LACTA

Satisfaction!

ON the following pages we print some of the numerous letters written by Doctors, Nurses, Mothers and Fathers all expressing satisfaction with this Perfect Infant Milk Food which has become one of the favourite and leading baby foods on the market. The original letters may be seen on our files. We also show within these pages a few of the many photographs of babies received from grateful parents.

None of these letters has been solicited by us. They have been sent entirely without suggestion or invitation and, therefore, they each represent a spontaneous expression of gratitude by delighted users who have felt the urge to praise and thank Lacta for its beneficial and life giving qualities.

Having regard to the amenities and problems of life under existing trying conditions, how intensely grateful one has to feel for a product to make the little effort of taking up pen and paper and writing a letter of thanks to the manufacturers. Such little efforts, so encouraging to us, can only spring from the emotion of deep gratitude which finds relief in writing a letter of thanks.

Yet, these entirely unsolicited testimonials, with or without photographs, reach us very frequently. You may, therefore, pin your faith to Lacta and also enjoy complete

S a t i s f a c t i o n .

What Doctors, Mothers and Nurses write about LACTA

THE HEANOR QUADS

Michael, Madeline and Maureen

Born at Heanor, Derbyshire, on February 27th, 1944. Weights at birth 3 lb. 8 oz., 3 lb. 8 oz., 3 lb. 8 oz. and 3 lb. respectively. Initially fed on glucose and weak saline. Macdonald died on March 2nd, 1944. On April 23rd the surviving three babies were put on Lacta Full Cream infant milk food with splendid results, as the doctor's report on the adjacent page testifies.

DOCTOR reported on HEANOR QUADS

"THE babies have taken to your LACTA very well indeed, and take it with relish and vigour. At no period since they have been on LACTA have they had the slightest digestive disturbance."

"They are strong, well developed, clear of skin and have a really good complexion. Their muscles are firm. There is not the slightest degree of flabbiness about them ; also, they are very lively and vivacious, happy and contented, and are no trouble at all."

"All are in exceedingly good health and making excellent progress. Their weights have increased satisfactorily as indicated below :—

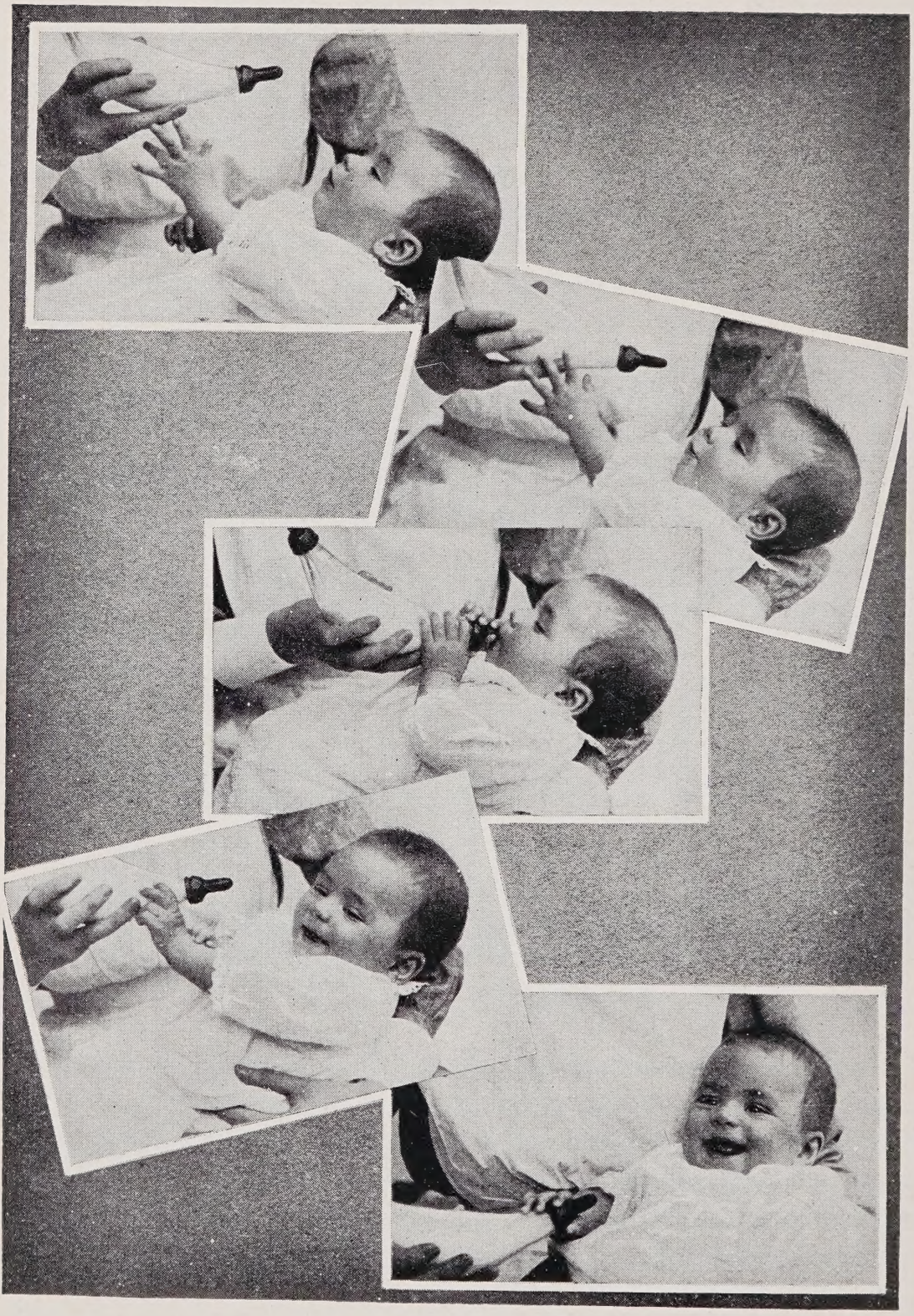
	Before taking LACTA (age 56 days)	*8 days after taking LACTA (age 64 days)*
Michael	7 lb. 9 oz.	8 lb. 3 oz.
Madeline	6 lb. 10 oz.	7 lb. 7 oz.
Maureen	6 lb. 4 oz.	6 lb. 15 oz.

	73 days after taking LACTA (age 129 days)	*178 days after taking LACTA (age 234 days)*
Michael	14 lb. 5 oz.	20 lb. 3 oz.
Madeline	12 lb. 11 oz.	19 lb. 11 oz.
Maureen	12 lb. 1 oz.	19 lb. 3 oz.

(Signed) . . . . . M.D., M.B., Ch.B.

During the whole period from 56 to 178 days, as mentioned above, and up to the age of twelve months and afterwards, Michael, Madeline and Maureen were fed on no other infant milk food except Lacta. They have now developed into strong, happy and contented children and prior to leaving Heanor for America with their father and mother were much admired by everybody. It is understood that they are still in perfect health.

Does baby like Lacta?



Here's the answer !

LACTA GIVES WONDERFUL RESULTS

I FEEL I must write to tell you of the truly wonderful results obtained from your Lacta food. My baby was born on May 14th and when I left the Nursing Home a month later, she was very much underweight and making no progress, constipated, sick and very fretful, When she was 10 weeks old, I obtained a tin of Lacta and the results were so good that I ordered regular supplies immediately. The baby is now 4 months old. She is never sick and the change from fretfulness. and irritability to contentment is remarkable. Her bowels function naturally and she sleeps 8 or 9 hours every night. She is a nice weight, healthy looking in every way and very much admired. I have told the Nursing Home of these results and recommend Lacta to all my friends.

Mrs. E. N. G. . . .
Felpham, Sussex.

BABY GAINS WEIGHT

I GAVE my baby Lacta at 5 weeks. She was 5 lb. 2 oz. at birth and now at three months her weight is 10½ lb. She is very happy and contented, thanks to Lacta. I am more than pleased I gave her it and shall certainly recommend it to all my friends who have babies.

Mrs. P. M. . . .
Market Rasen, Lincs.

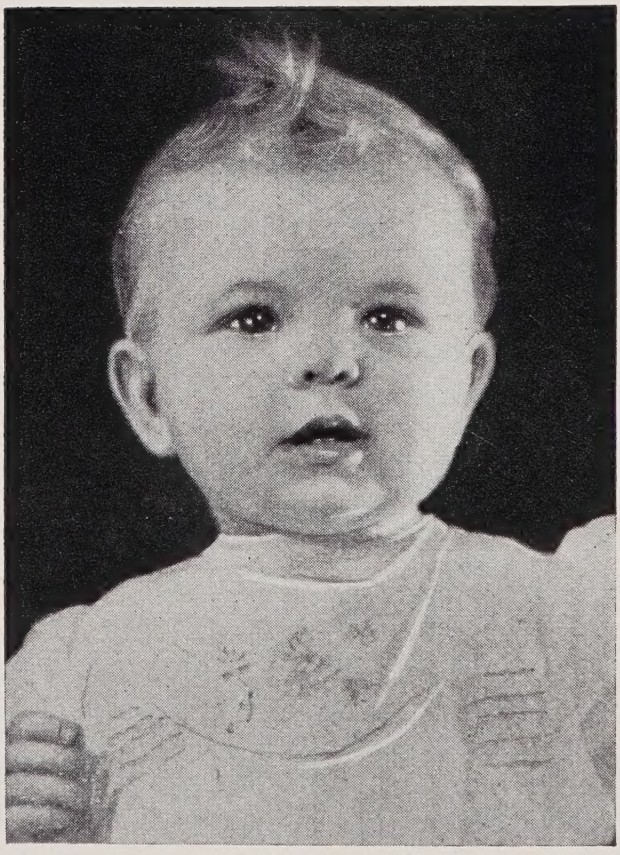
LACTA ESPECIALLY BENEFICIAL

I RECORD with pleasure the highly satisfactory results obtained from your Lacta. I find it especially beneficial for weakly infants, and would not like to be without Lacta again.

Nurse W. . . .
Hayes, Kent.

MOTHER AND NURSE PLEASED WITH LACTA

I AM writing to inform you of my baby's progress on Lacta. She is now 8 months old, and has two teeth and we think that she will soon cut some more. She now weighs 21 lb. She sits up in her chair nearly all day and is still as contented as ever. The health nurse called in to see her the other day and was very pleased with her. Maureen is very firm and strong and we are sure that Lacta is one of the best, if not the best, baby food obtainable and we cannot speak too highly of it.



Baby Maureen (Born on VE Day)

Maureen's mother writes further :—

I AM very pleased to be able to tell you that Maureen is still progressing rapidly on Lacta. She is a picture of health and is up to all manner of mischief. She is a fine advertisement for Lacta and we always recommend it.

Mrs. J. A. . . .
Bristol, 5.

Doctor's wife writes

MY SMALL BABY IS DOING WELL ON LACTA

I MUST tell you how very highly I regard the Lacta baby food because our small baby has done so well on it. I was obliged to wean her at about six months old and Lacta has proved excellent in every way. I know many babies who are thriving splendidly on your very excellent Lacta.

Mrs. A. B. . . .
Wiltshire.

PREMATURE BORN BABY PROGRESSING FAVOURABLY

ON the recommendation of Mrs. . . . my baby, prematurely born October 6th, was given Lacta and as she is now progressing very favourably, I am anxious to continue with this food.

Mrs. B. G. . . .
Wimborne.

VERY GOOD RESULTS

I HAVE had some very good results with my customers' babies.

G. R. B. . . ., M.P.S.,
The Pharmacy,
London, W.5.

LACTA EXCELLENT FOR SMALL BABIES

WE have given your food a trial and find it excellent for our small babies. I highly recommend it to our mothers when they leave the home. We have at present in the home a 4-lb. baby that is doing splendidly on Lacta (Special) Part Cream.

Matron R. B. . . .
A. . . . Maternity Home,
Torquay.

TWINS THRIVE ON LACTA

I AM at present using Lacta for some twins—one is 4½ lb. It is suiting them very well indeed. The babies are thriving and we have not had the slightest trouble. I think Lacta is extremely good and I shall certainly recommend it.

Matron L. T. P. . . .
Nursing Home, Manchester

PREMATURE BORN BABY DOES WELL ON LACTA

I AM glad to say I have found Lacta lives up to all your claims. It is the first food I have found that has acted on the bowels as well as Mothers' milk. I have at present four babies on Lacta; two of them were puny small babies and they are all doing very well indeed. One baby, under 6 lb. at birth, has gained 1 lb. 2 oz. in a fortnight.

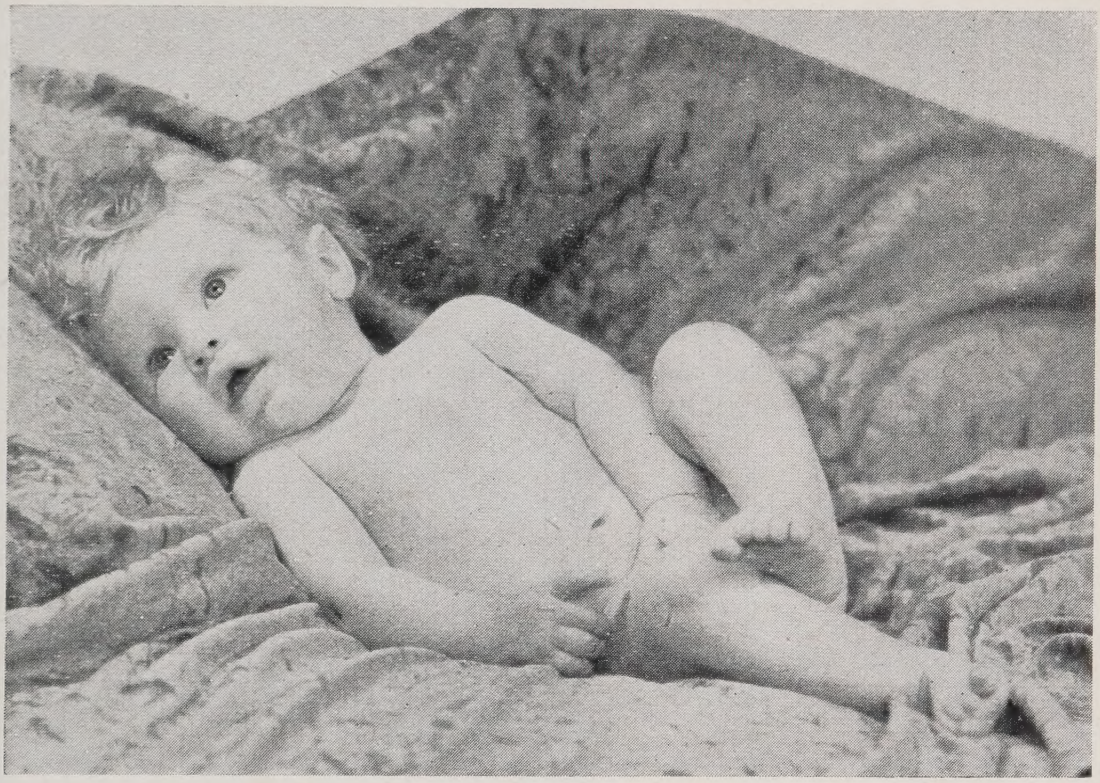
I have one premature baby of 4 lb. 14 ozs. on Lacta whose Mother has T.B. and doctor ordered no breast feeding. I put this baby on Lacta the day after it was born. He is thriving, and content, bowels no trouble and just wakes for food.

Matron Mrs. H. M. S. . . .
T . . . Nursing Home, Cardiff.

LITTLE SON MAKES GRAND PROGRESS ON LACTA

I would like to express my appreciation of your delivering, through my chemist, the two tins of Lacta to me so rapidly. My little son has made grand progress on your food. Many thanks.

Mrs. B. S. . . .
Rednal, Birmingham.



Baby G.

MY BABY A JOY TO BEHOLD

MY own appreciation of your Lacta baby food prompts me to write these lines and say how pleased I am at my baby son's progress since introducing this food to him.

Previously I had tried several kinds of food, but none really suited him as he was constantly suffering from constipation and never seemed contented.

It was by chance that I happened to see a tin of Lacta food in a chemist's shop about two months ago, and now I literally swear by it.

My little fellow is now just 5½ months and as you will see by the enclosed photo is a potential winner at any baby show and is a joy to behold.

This is, of course, quite an unsolicited testimonial, but if you should wish to quote my expression of gratitude for advertising purposes, I have no objection providing my name is only given on request.

Mrs. B. D. G. . . .
*London, S.E.*6.

MY SON IS ALWAYS BRIGHT AND HAPPY

21.6.44.

AS promised I now attach records of our son, Timothy David, who was born on December 14th, 1943. When my wife found it impossible to breast feed him she put him on to Lacta Full Cream on January 23rd, 1944, and I think you will be as delighted as we are with the results to date.

Quite apart from this record of weight I am glad to tell you he is always bright and happy and his bowels function regularly. He just longs for sleep and his food.

Date	*lb.*	*oz.*	*Date*	*lb.*	*oz.*
23.1.44	7	9½	11.4.44	11	6
30.1.44	7	9	18.4.44	12	3
6.2.44	8	1	25.4.44	12	12
12.2.44	7	15	2.5.44	13	5
17.2.44	8	7½	9.5.44	13	12
26.2.44	8	12	16.5.44	14	1
7.3.44	9	4	23.5.44	14	10
14.3.44	9	14	30.5.44	15	4
21.3.44	10	6	6.6.44	16	0
28.3.44	10	11	14.6.44	16	10
4.4.44	11	0	(6 months old)		

A. E. C. . . .
Swindon, Wilts.

LACTA VERY SUITABLE

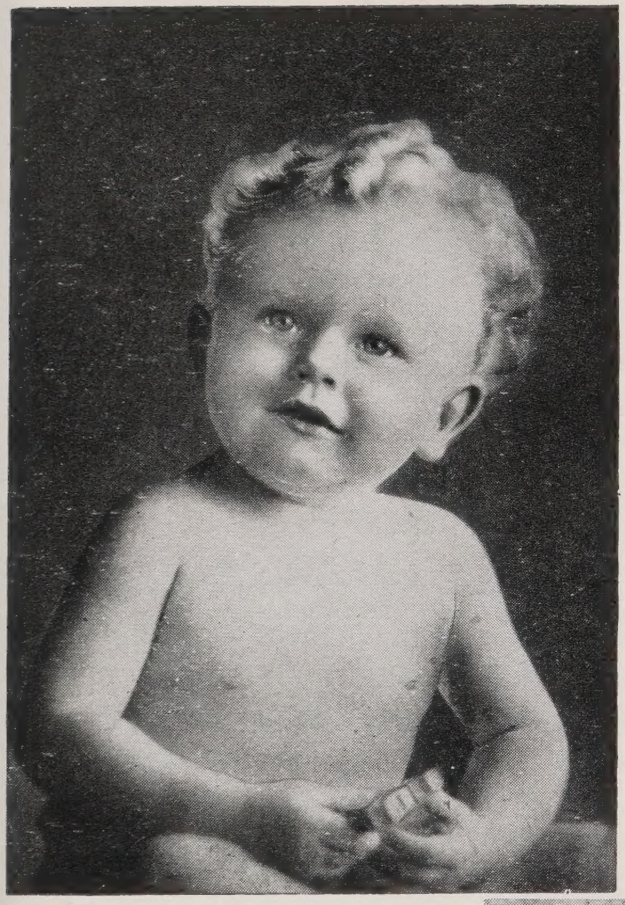
I MUCH appreciate Lacta. I find it very suitable for the feeding of newly born babies. It also makes a good drink for the mother when breast feeding.

Nurse E. D. . . .
Rhyl, N. Wales.

MY BABY IS VERY HAPPY

MY son, Michael Ian, age 9 months, weighs 27 lb. 10 oz. and is very happy, radiant and in perfect health, thanks to Lacta.

Mrs. H. . . .
Bath, Somerset.



Baby L. . . .

A Lacta fed baby who has won many prizes

Baby R. . . .

A happy and healthy Lacta baby

MY SON HAS THRIVED ON LACTA

MY son has thrived on Lacta from the age of six weeks and at ten months is a lovely boy weighing twenty-four pounds.

I cannot praise your food too highly. It was such a blessing to me when my milk failed, and I should have no hesitation in recommending Lacta to any mother who found difficulty in feeding her child naturally.

Mrs. U. E. C. . . .
Wiltshire.

Another doctor's wife writes

BABY IS DOING VERY WELL ON LACTA

I'VE waited until my baby was two months old to tell you how she settled on Lacta and the progress she made.

She is now, as I said, two months old and weighs 9½ lb., her birth weight being 6¾ lb., so you see she is doing very well and I must add is most contented. I've had no trouble at all with her.

I thought you might be interested in all this ; I am most grateful and thank you very much indeed.

Mrs. P. L. . . .
Lincolnshire.

LACTA SUITS MY BABY

I WOULD like you to know of the great satisfaction I have had from using your Lacta food.

My baby weighed 6 lb. 13 oz. at birth and has been fed on Lacta since he was fourteen days old. He is thriving very well and now at four and a half months old weighs fourteen pounds. Your food suits him admirably. He is very contented and his skin is perfectly clear, which I attribute to your pure food.

Mrs. I. McN. . . .
Nr. Reading, Berks.

BABY HAS MADE GOOD PROGRESS

WOULD you be so kind as to send me a list of chemists' shops in Margate, Kent, who stock Lacta ?

My daughter has been fed on Lacta from an early age and her weight table is so satisfactory and she has made such good progress, I do not wish to alter her feeds to another food.

I shall be going to Margate to live in a couple of weeks and would be grateful if you could supply me with the necessary information.

Thanking you.

Mrs. D. R. . . .
Merioneth, Wales.

I FOUND LACTA VERY GOOD INDEED

AFTER being recommended Lacta Milk Food for my fortnight-old baby, I found it very good indeed and very suitable. I shall continue to use it.

Mrs. I. F. B. . .
Chesterfield, Derbyshire.

DOCTOR WRITES—

LACTA is the most successful food that I have ever used.

Dr. . . .
Prestatyn, N. Wales.

ROBUSTNESS, HEALTH AND GOOD LOOKS

I HAVE a six month old baby boy who is a genuine Lacta baby and I thought that you might be interested. I have found Lacta particularly good, rich and pure and a major cause for the robustness, health and good looks of my baby.

Mrs. C. S. . . .
London, N.W.6.

LACTA PROVED SUCCESSFUL

30.1.47.

ENCLOSED you will find a small photograph of my daughter, aged seven months.

You will probably recall by previous letters I wrote you, what trouble I had finding a suitable baby food for my little girl. Lacta Part Cream followed by Lacta Full Cream proved successful and I can only offer my very sincere thanks to you for your help.

Juanita is now 2½ years of age and in perfect health, a happy specimen of babyhood. Thank you.

Mrs. I. B. . . .
Chesterfield, Derbys.

LACTA ENTIRELY SATISFACTORY

IN reply to your recent communication referring to Lacta Infant Milk Foods, the results I have seen from the use of your preparation have so far been entirely satisfactory, including the case of my own child, now 7 months old.

Dr. . . ., M.B.,
*Southgate, London, N.*14.

BABY IS COMING ON SO WELL

I AM writing in answer to your very nice letter and I think Lacta is wonderful.

My baby is coming on so well since he has been on Lacta. He is only 2 months old and to look at him you would think he was at least 6 months old. He is never cross, he sleeps quite well and his bowels are very regular.

It is so nice to have such a good baby. I thank you for your great help in supplying Lacta, as my baby is lovely.

Mrs. G. P. . . .
Everton, Liverpool, 6.

PLEASURE TO RECOMMEND LACTA

I HAVE great pleasure in writing to you about Lacta which I find is a wonderful food, as owing to ill-health my doctor advised me to wean baby, and it will be a pleasure to me to recommend Lacta to any mothers. Frances weighed 7 lb. 3 oz. at birth. She is not 7 weeks old and weighs 11 lb. 14 oz., thanks to Lacta.

Mrs. A. M. . . .
Liverpool, 8.

BABY'S GOOD PROGRESS

AS my baby is making such good progress I feel I must let you know as it is due to the Lacta Baby Food which I am still giving her.

Last week she had gained 10 oz. and this week another 7 oz., bringing her weight now to 9 lb. 13 oz. at 7 weeks old.

Mrs. I. F. B. . . .
Chesterfield.

DOCTOR ADVISED LACTA

I WOULD like to thank you for the excellent food Lacta which you are making. For the first two months my baby was very poorly and could not keep any food down. Then my doctor gave me a sample tin of Lacta and he was fine with it so I kept him on it. He now weighs 16 lb. 4 oz. at 5 months and is getting a fine boy.

Thank you so much for Lacta.

Mrs. E. M. M. . . .
Wellingborough.

GLAD TO RECOMMEND LACTA

IT gives me great pleasure to write and thank you for producing such a fine food as Lacta.

My baby has been fed on Lacta for the last two months, and I feel it is an excellent food for babies, as my child has continued to gain normal weight since he was weaned.

I have had numerous queries as to what food baby is fed on and glad to mention Lacta.

Mrs. N. O'G. . . .
*Glasgow, S.*1.

LACTA PROVED VERY SUCCESSFUL

I HAVE just tried Lacta in a case of difficult feeding, and I am very pleased to say that it has proved very successful, all the signs of indigestion disappearing. In addition, the taste of Lacta is very pleasing to the baby. In consequence of this I would like you to send by return of post six tins of the Full Cream Milk and let me know the cost, which I shall remit to you.

The baby in question was my own child.

Dr. A. B. . . ., M.B.
Edinburgh, 4.

LACTA A WONDERFUL FOOD

ENCLOSED is a photo of Baby Margaret. She has been fed on your food from 15 days old. She then weighed 5 lb. 15 oz. and now she is six months she weighs 20 lb. 5 oz. I think it is only right to give credit where it is due.

I have told several people about Lacta, as I think it is a wonderful food. She has been a very good contented baby ever since we used it.

Mrs. I. M. . . .
*London, N.W.*6.

"CONGRATULATIONS"

I CONGRATULATE you on the fine milk you produce at your dairies under the name Lacta. My child was five pounds at birth; now at four months she weighs eighteen and a quarter pounds, so you are duty bound to notice why I am writing this short note, and if there is any other kind of baby food, which you think is better for the age of four months would you kindly let me know ! ! ! I am very pleased with the effect of Lacta milk food.

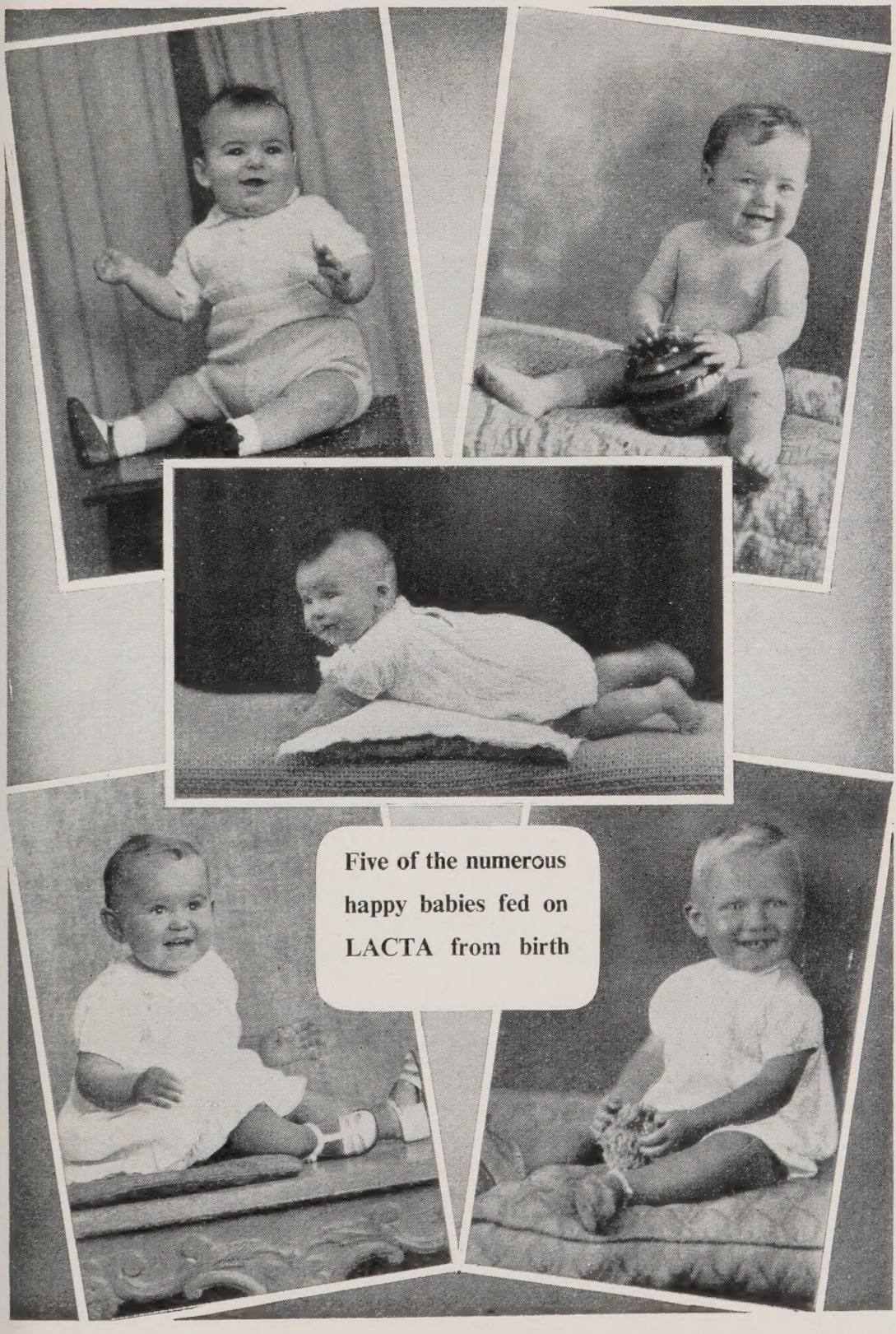
Ldg. Stoker G. F. . . .
H.M.S. L. C.
c/o G.P.O., London.

FULL OF THANKS FOR LACTA

MY infant daughter is now progressing very well since I fed her on Lacta. My friends were very much surprised to see how she has got on, seeing that she was so small born.

I thank you once again on behalf of my baby and myself for Lacta.

Mrs. A. I. . . .
*Stratford, E.*15.



Five of the numerous happy babies fed on LACTA from birth

A doctor's son fed on Lacta from birth

LACTA (*Special*) PART CREAM FOR PREMATURE BABIES

YOU will be pleased to know that I have put another premature baby on your Lacta. As soon as the baby arrived I ordered the Lacta. It was 3½ lb. born. Lost 6 oz. first week, gave it a little more Lacta and now it is four pounds and looking very fit.

He does not cause me any anxiety now, he is always ready at the 3 hrs. and never misses his feeds. I call him a *wee piggy* because he takes 3 ounces every feed and am sure he would consume more if we gave it to him.

So I do hope he will get on as well as Master Kite, Ruislip. He is a lovely boy now.

Nurse Ethel T. . . . S.C.M.
Hillingdon.

AGREES WITH LACTA SLOGAN

I WRITE to you on behalf of my wife, re your letter dated the 13th November, 1945. We received your letter with interest in the report of the Heanor Quads survival on Lacta. I should like to give you my personal opinion of the food as I have found it. I without doubt can recommend it as it reads on your tins " Next Best to Breast Milk ". I say this because my wife could have fed baby, but we were having a lot of trouble at nights, as she was not satisfied. The first tin of Lacta solved a problem which many a young mother could not.

Before trying the food baby weighed 7 lb. 15 oz. A month to the day when we had the first tin of Lacta, she had gained to weigh 12 lb., so please accept this as correct, personal and thankful. I am moving to —— —— Wokingham, Berks., and if you ever care for a report I will always oblige you with one and if necessary a photo of baby when we have one.

So once again many thanks and appreciation of a food easily mixed, easily digested by baby and at a moderate price.

Mr. K. J. . . .
Grimsby.

LACTA A WONDERFUL FOOD

I FEEL I must write to you regarding your baby food Lacta. My daughter is now 8 months old. Her weight is 23 lb. and her length is 27 inches.

She has been on Lacta since she was 2 days old, and I have never had any trouble with her. She has been a most contented child, sleeping at night from 7.30 until 7.30 in the morning, and apart from having now commenced solid food, she has entirely had the Lacta food. She is so contented, which I put down to your food, and I felt that I couldn't let it go by unnoticed, without letting you know how pleased I am, and showing my appreciation for your wonderful food.

When she was quite tiny she had 3 tins a week, but now she has dropped to 1. Thanking you.

Mrs. T. G. . . .
Cambridge.

ALWAYS LACTA

I WOULD like to thank you very much for the Lacta (Special) you so kindly sent at my request the end of December last.

The baby I required it for is doing very well, and steadily gaining, and is now on the Full Cream. I will certainly recommend Lacta to mothers when breast feeding fails, which so often happens these days, and again thanking you.

Nurse E. F. G. . . ., S.R.N.
Dorset.

SOUND SLEEP AND STEADY PROGRESS

I FEEL I really must write and thank you for having introduced me to Lacta milk food. I started my little son with Lacta when weaning at about 9 months and from this period and throughout his teething months this has formed the foundation of all his meals. He is now 18 months, has 19 teeth, and is sturdy and strong—well above the average. Lacta has ensured sound sleep and steady progress, during this—what I have found from experience to be—the most difficult period in a child's development.

I shall continue to use Lacta as baby's " drink " for some time and will always be pleased to recommend it to other mothers.

You may use this testimonial as you wish, as I am so satisfied with Lacta.

Mrs. M. E. R. . . .
Newcastle-on-Tyne.

MATRON'S GLOWING REPORTS ON TWO LACTA BABIES

I ENCLOSE reports on two babies reared entirely on Lacta. Both babies had a very poor start before and after birth.

Baby P. . . . Born 24.3.45.
Due 10.5.45.

Weight at birth 4 lb. Lost about ¾ first week and was very ill. Watched for 2 nights and fed on drops of glucose and whisky, after which was given ½ an oz. of Lacta by pipette every 2 hours and by the end of the second week was able to take small feed from bottle. Gained steadily from fourth week when he was taking 2 oz. feeds every 3 hours. Is now 11 months old, weighs 22 lb. 11 oz., has 6 teeth and is attempting to walk. Still having Lacta to drink.

Mrs. P. had a very severe hæmorrhage at 4 months and was in bed for 3 weeks.

Baby Colin Anthony S. . . .
Born Feb. 22nd, 1945.

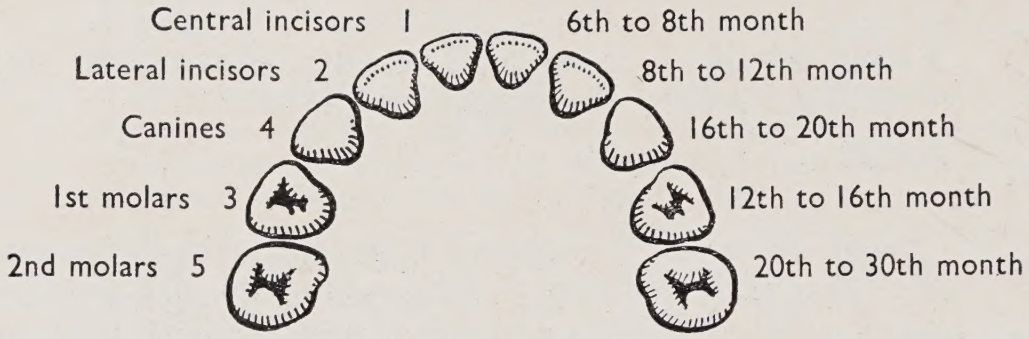
Weight at birth 7 lb. 8 oz. Supplementary feeds of Lacta from 5th week, as Mrs. S. . . . broke her leg on Jan. . . . and was in plaster up to her hip. Her general condition was not good and Colin was put wholly on to Lacta at 6 weeks old, as he was losing weight.

Colin has gained steadily since on Lacta, speaking quite a lot now and almost walking by himself. He is very happy and contented and has a very good appetite. He drinks Lacta from a cup now.

I have used Lacta with continual success and can thoroughly recommend it for babies of all ages and have never failed with premature babies brought up on Lacta.

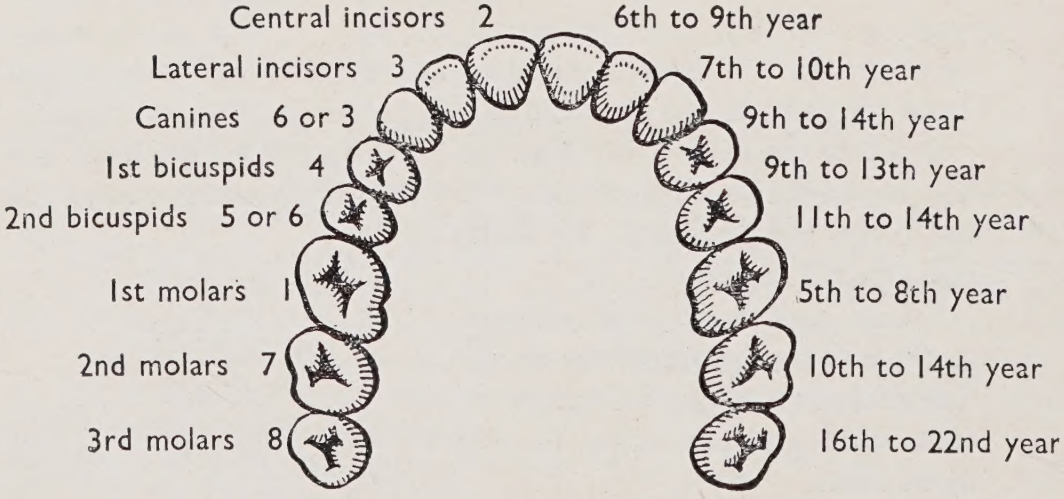
Matron,
Nursing Home,
Cardiff.

DENTITION TABLE



Milk Teeth

The first teeth begin to appear from the sixth to the eighth month and are completed by the second year. There are wide variations as to time, and considerable irregularity in the order of appearance of the teeth. The lower teeth generally come first; the corresponding upper teeth next. The full primary dentition is twenty teeth; ten in each jaw.



Permanent Teeth

The full permanent dentition is thirty-two teeth; sixteen in each jaw.

1948

CALENDAR for 1948

JANUARY

S	...	4	11	18	25	
M	...	5	12	19	26	
Tu	...	6	13	20	27	
W	...	7	14	21	28	
Th	1	8	15	22	29	
F	2	9	16	23	30	
S	3	10	17	24	31	

FEBRUARY

S	1	8	15	22	29	
M	2	9	16	23	...	
Tu	3	10	17	24	...	
W	4	11	18	25	...	
Th	5	12	19	26	...	
F	6	13	20	27	...	
S	7	14	21	28	...	

MARCH

S	...	7	14	21	28	
M	1	8	15	22	29	
Tu	2	9	16	23	30	
W	3	10	17	24	31	
Th	4	11	18	25	...	
F	5	12	19	26	...	
S	6	13	20	27	...	

APRIL

S	...	4	11	18	25	
M	...	5	12	19	26	
Tu	...	6	13	20	27	
W	...	7	14	21	28	
Th	1	8	15	22	29	
F	2	9	16	23	30	
S	3	10	17	24	...	

MAY

S	-	2	9	16	23	30
M	-	3	10	17	24	31
Tu	-	4	11	18	25	..
W	-	5	12	19	26	..
Th	-	6	13	20	27	..
F	-	7	14	21	28	..
S	1	8	15	22	29	..

JUNE

S	...	6	13	20	27	
M	...	7	14	21	28	
Tu	1	8	15	22	29	
W	2	9	16	23	30	
Th	3	10	17	24	...	
F	4	11	18	25	...	
S	5	12	19	26	...	

JULY

S	...	4	11	18	25	
M	...	5	12	19	26	
Tu	...	6	13	20	27	
W	...	7	14	21	28	
Th	1	8	15	22	29	
F	2	9	16	23	30	
S	3	10	17	24	31	

AUGUST

S	1	8	15	22	29	
M	2	9	16	23	30	
Tu	3	10	17	24	31	
W	4	11	18	25	...	
Th	5	12	19	26	...	
F	6	13	20	27	...	
S	7	14	21	28	...	

SEPTEMBER

S	...	5	12	19	26	
M	...	6	13	20	27	
Tu	...	7	14	21	28	
W	1	8	15	22	29	
Th	2	9	16	23	30	
F	3	10	17	24	..	
S	4	11	18	25	...	

OCTOBER

S	-	3	10	17	24	31
M	-	4	11	18	25	...
Tu	-	5	12	19	26	...
W	-	6	13	20	27	...
Th	-	7	14	21	28	...
F	1	8	15	22	29	...
S	2	9	16	23	30	...

NOVEMBER

S	...	7	14	21	28	
M	1	8	15	22	29	
Tu	2	9	16	23	30	
W	3	10	17	24	...	
Th	4	11	18	25	..	
F	5	12	19	26	...	
S	6	13	20	27	...	

DECEMBER

S	...	5	12	19	26	
M	...	6	13	20	27	
Tu	...	7	14	21	28	
W	1	8	15	22	29	
Th	2	9	16	23	30	
F	3	10	17	24	31	
S	4	11	18	25	...	

1949

CALENDAR for 1949

JANUARY

S	-	2	9	16	23	30
M	-	3	10	17	24	31
Tu	-	4	11	18	25	...
W	-	5	12	19	26	...
Th	-	6	13	20	27	...
F	-	7	14	21	28	...
S	1	8	15	22	29	...

FEBRUARY

S	...	6	13	20	27	
M	...	7	14	21	28	
Tu	1	8	15	22	...	
W	2	9	16	23	...	
Th	3	10	17	24	...	
F	4	11	18	25	...	
S	5	12	19	26	...	

MARCH

S	...	6	13	20	27	
M	...	7	14	21	28	
Tu	1	8	15	22	29	
W	2	9	16	23	30	
Th	3	10	17	24	31	
F	4	11	18	25	...	
S	5	12	19	26	...	

APRIL

S	...	3	10	17	24	
M	...	4	11	18	25	
Tu	...	5	12	19	26	
W	...	6	13	20	27	
Th	...	7	14	21	28	
F	1	8	15	22	29	
S	2	9	16	23	30	

MAY

S	1	8	15	22	29	
M	2	9	16	23	30	
Tu	3	10	17	24	31	
W	4	11	18	25	...	
Th	5	12	19	26	...	
F	6	13	20	27	...	
S	7	14	21	28	...	

JUNE

S	...	5	12	19	26	
M	...	6	13	20	27	
Tu	...	7	14	21	28	
W	1	8	15	22	29	
Th	2	9	16	23	30	
F	3	10	17	24	...	
S	4	11	18	25	...	

JULY

S	-	3	10	17	24	31
M	-	4	11	18	25	...
Tu	-	5	12	19	26	...
W	-	6	13	20	27	...
Th	-	7	14	21	28	...
F	1	8	15	22	29	...
S	2	9	16	23	30	...

AUGUST

S	...	7	14	21	28	
M	1	8	15	22	29	
Tu	2	9	16	23	30	
W	3	10	17	24	31	
Th	4	11	18	25	...	
F	5	12	19	26	...	
S	6	13	20	27	...	

SEPTEMBER

S	...	4	11	18	25	
M	...	5	12	19	26	
Tu	...	6	13	20	27	
W	..	7	14	21	28	
Th	1	8	15	22	29	
F	2	9	16	23	30	
S	3	10	17	24	...	

OCTOBER

S	-	2	9	16	23	30
M	-	3	10	17	24	31
Tu	-	4	11	18	25	...
W	-	5	12	19	26	...
Th	-	6	13	20	27	...
F	-	7	14	21	28	...
S	1	8	15	22	29	...

NOVEMBER

S	...	6	13	20	27	
M	...	7	14	21	28	
Tu	1	8	15	22	29	
W	2	9	16	23	30	
Th	3	10	17	24	...	
F	4	11	18	25	...	
S	5	12	19	26	...	

DECEMBER

S	...	4	11	18	25	
M	...	5	12	19	26	
Tu	...	6	13	20	27	
W	...	7	14	21	28	
Th	1	8	15	22	29	
F	2	9	16	23	30	
S	3	10	17	24	31	

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